





On-line Postcards

**OPEN HOUSE INVITATION**



SUNNYSIDE DR.
JENAN D
SITE
SCOTTSDALE RD.
CHOLLA

Dear Property Owner:
You are invited to attend a community open house


Site Location:
7214 E Jena

Project Name:
C.A.S.Y. Sc

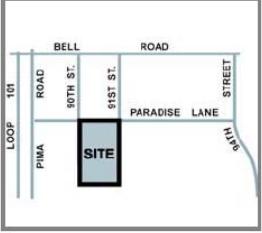
Project Number:
11-UP-1992

The project file is

PROJECT UNDER CONSIDERATION



Dear Property Owner:



This is to inform you of a request to rezone from Single Family Residential to Industrial Park zoning on 14+/- acres south of Bahia Drive between 90th & 91st Streets, and for a conditional use permit for automotive and boat assembly on a 1+/- acre portion.

Staff contact: Al Ward, 480-312-7067

Applicant contact: Vince Dalke, 602-222-4266

For more information, call 480-312-7000 or click on the Case Fact Sheets link on our website at:
<http://www.ci.scottsdale.az.us/onestopshop/>

Public comment regarding this case will be heard at the Planning Commission hearing listed below. Please call 480-312-7000 to confirm the date and time of the hearing.

Site Location:
South of Bahia Drive between 90th & 91st Streets

Case Name:
McDowell Mountain Business Center

Case Number:
18-ZN-2002 & 20-UP-2002

Hearing Date: November 13, 2002 @ 5:00 pm

Location: City Hall Kiva, 3939 N Drinkwater Blvd

The case file may be viewed at Planning and Development Services, 7447 E Indian School Road, Suite 105

Planning and Development Services

Introduction

In an ongoing effort to notify property owners of proposed development in their area, Current Planning Services staff has reformatted the 300-foot notifications for non-city initiated projects. Instead of the traditional envelope notices, a first class "user-friendly" postcard is now sent to the individual property owners. As of July 1, 2002, postcards are sent to property owners for all Board of Adjustment, Development Review Board, Planning Commission, and City Council cases. Postcards are also utilized in notifying property owners of recently submitted cases and scheduled open houses.

This manual acts as an introductory step-by-step guide to creating both the hearing and open house postcard. While this reference manual is itself a valuable teaching aid, it refers to many Scottsdale-specific programs that are used to create our postcards. Information on these programs is provided in separate documentation.

Creating a Postcard

The Community Development System (CDS) was created by the City of Scottsdale Geographic Information Systems team in an attempt to create a "cradle-to-grave" system incorporating complete information on all development projects that have been submitted to the City's Planning and Development Services department. The postcards are created using the CDS application, allowing for an automation and standardization of the process – using Word templates and typing in the custom information is also a viable method for using the postcard program.

The postcard templates are saved in the CDS system, and contain standard language and layout information; when the user creates a postcard, CDS pulls the template and imports the case information (location, case number, description, etc. – shown as gray boxes in the graphic below). Even though the majority of the postcard is either auto filled or standard language, the entire document can be edited to adjust spacing, layout, etc.

PROJECT UNDER CONSIDERATION

CITY OF SCOTTSDALE

Size: 1.6" x 1.6"

Dear Property Owner:

This is to inform you of a request for approval of []

Staff contact: []

Applicant contact: []

For more information, call **480-312-7000** or click on the link to 'Projects in the Public Hearing Process' at:
<http://www.ScottsdaleAZ.gov/projects/>

Site Location: []

Case Name: []

Case Number: []

Public comment regarding this case will be heard at the City Council hearing listed below. Please call 480-312-7000 to confirm the date and time of the hearing.

Hearing Date: September 23, 2002 @ 5:00 P.M.


Location: City Hall Kiva, 3939 N. Drinkwater Blvd

The case file may be viewed at Planning and Development Services, 7447 E Indian School Road, Suite 105

Postcard Maps

Once the postcard content has been edited (and saved), a map is added. Scottsdale uses several different methods to create the maps, depending upon the postcard type and the time allowed.

For our standard hearing date postcards, a staff member creates customized maps. The recently added "Early Notification Postcard" has different content and a slightly different map from our standard hearing date postcards; these postcards are sent out within 24 hours of submittal. The vicinity maps for these postcards are pre-drawn quarter-section maps with the general location marked by drawing a simple box. This allows for the quick turn-around time.

KEEPING YOU INFORMED	
<p>VICINITY MAP GREENWAY ROAD</p>  <p>92ND STREET 96TH STREET RAINTREE DRIVE</p> <p>Site Location: 15152 N Frank Lloyd Wright Blvd</p> <p>Case Name: Children's Ministry Center</p> <p>Case Number: 1-BA-2004</p>	<p>Dear Property Owner:</p> <p>This is to inform you of a request for variance from setback, drop off and playground requirements to allow the New Covenant Lutheran Church to develop a preschool/day care center on the south end of the church lot.</p> <p>This case will be scheduled for a Public Hearing in the near future. Please call the staff or applicant contact as soon as possible if you would like to learn more or provide input about this request.</p> <p>Staff contact: Al Ward, 480-312-7067 Applicant contact: Jonathan L. Peiffer, 602-955-7575</p> <p>For information on the status of this case, or to view application materials, call 480-312-7000 or click on the link to 'Projects in the Public Hearing Process' at: www.ScottsdaleAZ.gov/Projects/</p> <p>For public participation opportunities, please call 480-312-2647 or visit us online at: www.ScottsdaleAZ.gov/BldgResources/Awareness/</p> <p><small>The case file may be viewed at Planning and Development Services, 7447 E Indian School Road, Suite 105</small></p>

Making Labels

The City of Scottsdale uses the LIS program to create the postcard mailing labels. Every Municipality has their own programs or methods for compiling mailing labels (we highly recommend that you use your GIS layers), so we will skip the “how to create” process and focus on the formatting issues that arise from the USPS uploading process.

One note, before we continue, on the level of data integrity needed for your labels. The City of Scottsdale is fortunate enough to be able to use the Maricopa County Assessor’s data. Not having control over the data does limit some functionality, but the County data is fairly reliable; that is not the case in all areas. We have spoken to several municipalities, and every one gets their mailing labels in a slightly different manner – one city didn’t mail their notices at all, but instead had a staff member hand deliver all their notifications. Whether you create your own db or import someone else’s, mail to owner or tenants, update your system once a year or more frequently – all are issues that will need to be discussed prior to implementing this system. If you already have a reliable db for labels, you are a giant step ahead.



Mailing list Requirements:

Due to the Post Office uploading mechanism, there are several formatting requirements that must be met. Your labels system must be able to export the labels file in a manner that is readable to the Post Office system.

- Your mail list must contain a header record containing at least 5 header fields. (A field is one element of a record. A record is a group of related

fields.) Header fields identify each element of your address records (i.e., Name, Address, City, State, ZIP). The header record must be the first record in the table/list.

- Your mail list must contain at least one address record. There is no limit, however, to the number of address records in your mail list.



The diagram illustrates a table structure for address records. It features a header row with five columns: Name, Address, City, State, and ZIP. Below the header are two data rows. The first data row contains 'Joe Smith', '21 Big Street', 'Grand City', 'New Jersey', and '55555'. The second data row contains 'Jane Jones', '333 Idle Way', 'Leeson', 'Idaho', and '44444'. An arrow labeled 'Header Fields' points to the header row. Another arrow labeled 'Address Records' points to the data rows.

Name	Address	City	State	ZIP
Joe Smith	21 Big Street	Grand City	New Jersey	55555
Jane Jones	333 Idle Way	Leeson	Idaho	44444

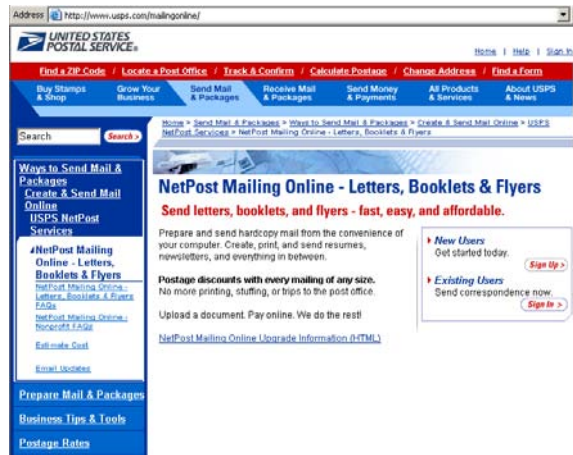
- The maximum length of any mail list field is 60 characters.
- There may be no linked text or graphics in a mail list.

Scottsdale has found that the best format for uploading, in term of ease of use and percentage of errors, is an Excel file. This tends to decrease the number of uploading and compatibility errors that occur.



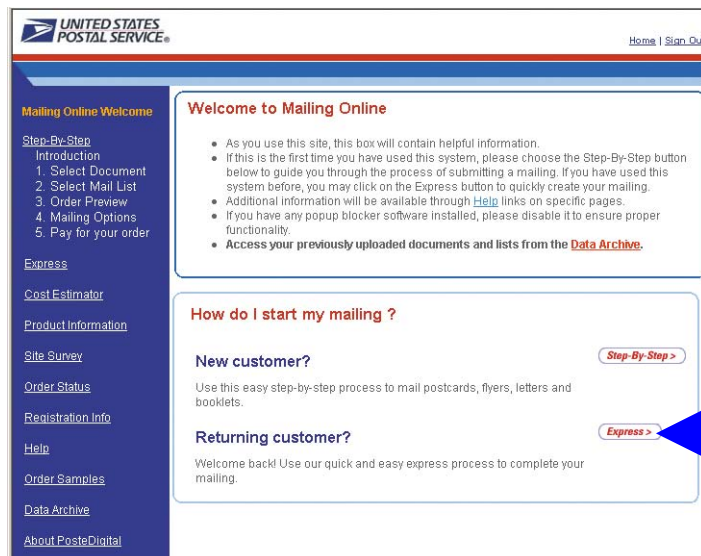
Uploading to USPS Site

The Post Office has recently partnered with Poste Digital to take over the processing of their postcard services. You will still need to set up a log-in and password at the Post Office web site (<http://www.usps.com/maillingonline/>), but you will then be routed to the Poste Digital interface.

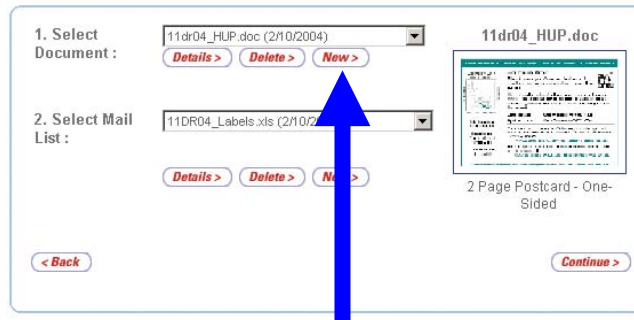


The following steps will walk you through the **Express** process. There is a Step-by-Step process that we highly recommend you use the first few times you try the system.

Step #1: Log on to the UPSP web site. Click on Express.



Step #2: Select your document.



Acceptable document formats are:

- Adobe® Portable Document Format (PDF) 5 or below
- Adobe® Postscript Format (PS)
- Microsoft® Word 6, 95, 97, or 2000
- Encapsulated Postscript (EPS)

Refer to the USPS website help feature for further assistance.

Step #3: Select your Document Type. This program supports several types of mail – the City of Scottsdale postcards are one-sided postcards.

1. Select Document Type

Select the document type you want to create

- ☐ Booklet - Address on Back [What is this?](#)
- ☐ Booklet - Address on Front [What is this?](#)
- ☐ Booklet - Self Mailer [What is this?](#)
- ☐ Flyer (Self-Mailer) [What is this?](#)
- ☐ Letter - 8.5x11 - Address on First Page [What is this?](#)
- ☐ Letter - 8.5x11 - Separate Address Page [What is this?](#)
- ☐ Letter - 8.5x14 - Address on First Page [What is this?](#)
- ☐ Letter - 8.5x14 - Separate Address Page [What is this?](#)
- ☐ Postcard - Large [What is this?](#)
- ☒ Postcard - One-Sided [What is this?](#)
- ☐ Postcard - Two-Sided [What is this?](#)



Step #4: Browse to locate the document you wish to use and name your document, this will help you in the future to locate specifics on your mailing. It helps to have a standard naming convention that you use each time.

2. Upload Document File

To upload content to fill your new document, please click the "Browse" button to locate the file you would like to upload. Please either use the defaulted document name in the "Save Document As" field or enter a new name for your document.

File Location : ←

File Type :

3. Name your document

Save Document As *

* denotes a required field

←

Step #5: Confirm your document.

<<<< Edit this document using the Document Editor

Document Name	19zn-20zn_4-8HP_4-14PC.doc
Created On	3/18/2004 10:08:07 AM
Product Type	Postcard - One-Sided
No. of Pages	2

Page 1 of 2

PROJECT UNDER CONSIDERATION

VICINITY MAP
INDIAN SCHOOL ROAD

Site Locations:
3831, 3935 & 4005
North Scottsdale Road

Case Name:
Pink Pottery & Sugar Bowl

Case Number:
19-2N-2003 & 20-2N-2003

Dear Property Owner:
This is to inform you of a request for Historic Property (HP) Overlay zoning on these two properties.

Staff contact: Don Meserve, 480-312-2523
For more information, call 480-312-7000 or click on the link to "Projects in the Public Hearing Process" at:
www.ScottsdaleAZ.gov/projects

Public comment regarding these cases will be heard at the public hearings listed below:

Historic Preservation Commission
Hearing Date: April 8, 2004, 5:00 pm
Location: 1st Floor Conference Rooms, One Civic Center, 7447 E Indian School Road

Planning Commission
Hearing Date: April 14, 2004, 5:00 pm
Location: City Hall Kiva, 3939 N Drinkwater Blvd

The case file may be viewed at Planning and Development Services, 7447 E Indian School Road, Suite 100

*The image shown above is a low-resolution screen image. It does not represent the final product.

Step #6: Select your mailing list by clicking on the new button to the right of the mailing list options.

Acceptable mailing list formats are:

- [ASCII](#) comma or tab delimited (*.csv or *.tab)
- Microsoft® Access 95, 97, or 2000*
- Microsoft® Excel 95, 97, or 2000*

Refer to the USPS website help feature for further assistance.

Step #7: Define your label layout (which fields should go where).

Recipient Info

Select the columns that will make up the name section of the address block. This can consist of the person's name, a business line, a Title Line.

CASEPARCEL

OWNER

COMPANY

Street

Select the columns that will make up the street address portion of the address block.

ADDRESS

City/State/Zip

Select the columns that will make up the city, state and zip portion of the address block.
If you only have a single column that contains the city, state and zip, put it in the first box.

City

CITY

State

STATE

Zip

ZIP

Address Block Preview:

HP Rezonings
GLEGE GERHARDT J TRUSCHUBERTH HENRY/JEAN E
8070 LA JOLLA SHORES DR STE 426
PARADISE VALLEY, AZ 85251

< Back

Continue >

This message appears after submitting your mailing list, this simply tells you what the computer is doing.

Processing

Please wait while we process your request. The screen will refresh every few seconds to reflect an updated status. [If your screen does not refresh automatically, please click to refresh it.](#) It should not take more than a few minutes.

Processing Data File ...

Step #8: Some of your addresses may not be able to be verified by USPS; these are referred to as non-standard addresses. (We always accept them so the Post Office can attempt a delivery.) The pieces will have slightly higher postage.

[123 standard addresses](#) have been identified in your mail list. You will receive a discounted postage rate for mail pieces with standard addresses.

Non standard address found

[3 non-standard addresses](#) have been identified in your mail list. **Please note:** Mail pieces with non-standard addresses may not be deliverable. If the mail piece is deliverable, additional postage costs will be incurred.

Please either:

☒ Accept Non-standard Addresses

☐ Delete Non-standard Addresses

< Back

Continue >

Step #9. Verify your postcard – front and back. This is your LAST CHANCE to catch any errors.

Record 1 of 126 ▶

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Bonnie Fuller
City of Scottsdale - Current Planning
7447 E INDIAN SCHOOL RD STE 105
SCOTTSDALE, AZ 85251-3915

RIGHT FIRST CLASS
U.S. POSTAGE PAID
PALATINE, ILL.
PERMIT NO. 8503

622860

HP Reasonings
1ST BAPTIST CHURCH OF SCOTTSDALE
7025 E Osborn Rd
Scottsdale, AZ 85251-6324

*The image shown above is a low-resolution screen image. It does not represent the final product.

☒ I have reviewed the low resolution preview and approve it for mailing

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Step 10. Define your print settings (including print date) and name your order. Scottsdale uses First Class on all our mailings; spot color defined by the postcard type; and our standard naming convention [case number]_[hearing date & type] – example: 5ba04_4-7BOA.

Scheduled Date 3/19/2004 (up to 28 days in advance)

Paper Type * Postcard Stock What is this?

Mail Class First Class

Color Options * Spot Color - Red What is this?

Save Order As * 19zn-20zn_4-8HP_4-14PC

Return Address :

Name * Planning Commission

Business City of Scottsdale - Current Planning

Address * 7447 E INDIAN SCHOOL RD STE 105

City * SCOTTSDALE

State * AZ

Zip * 85251-3915

* denotes a required field

< Back Continue >

Step #11: Verify your order summary. Make sure that the order, document and mailing list all have the same reference (same case, hearing date and hearing type). Also check that the color and return address matches the hearing type.

Order Summary
Order Name 19zn-20zn_4-8HP_4-14PC
Scheduled Date 3/19/2004

List Summary
List Name 19zn-20zn_4-8HP_4-14PC.xls
[123 Standardized Addresses](#) [3 Non-Standard Addresses](#)

Document Summary

Document Name 19zn-20zn_4-8HP_4-14PC.doc
Paper Type Postcard Stock
Mail Class First Class
Color Options Spot Color - Red

Return Address:
Planning Commission
City of Scottsdale - Current
Planning
7447 E INDIAN SCHOOL RD STE 105
SCOTTSDALE, AZ 85251-3915

Step #12: We keep a separate tracking sheet for internal auditing/reporting purposes.

Pricing Summary

Category	Description	Unit Price	Quantity	Amount
Postage Costs	Postage (Unsorted first class card)	\$0.230	3	\$0.69
	Postage (Automation first class card)	\$0.194	123	\$23.86
Postage Costs subtotal				\$24.55
Production Costs	Printing and finishing for 19zn-20zn_4-8HP_4-14PC.doc using Spot Color - Red(\$0.056) as double-sided on Postcard Stock(\$0.003)	\$0.059	126	\$7.47
	Production Costs subtotal			\$7.47
Price for mailing subtotal				\$32.02
Total Price				\$32.02

FY 2003-2004 Notification Return Rates

Case No.	Date Sent	Order #	No. Sent	No. Returned	Returned	Production	Postage	Total	Per Piece
19zn-20zn_4-8HP_4-14PC.doc	3/19/2004	CC	126	0	0%	\$7.47	\$0.00	\$7.47	\$0.06
Totals: 126 Sent, 0 Returned, 0% Return Rate, Total Cost \$7.47, Total Price \$32.02									

Step 13. Enter the credit card information. When you submit, you cannot cancel the order, so be sure that everything is correct before you continue.

Step #14: Print the receipt for your records.


Order Receipt

Your billing information has been collected and your order has been sent for processing. To check on the status of your past orders, click on the 'Order Status' link. You may Sign Out using the 'Sign Out' link in the upper left. You may also begin a new order by clicking on the 'Step by Step' or 'Express' links in the navigation area to the left.

Pricing Summary

Category	Description	Unit Price	Quantity	Amount
Postage Costs	Postage (Unsorted first class card)	\$0.230	3	\$0.69
	Postage (Automation first class card)	\$0.194	123	\$23.86
	Postage Costs subtotal			\$24.55
Production Costs	Printing and finishing for 19zn-20zn_4-8HP_4-14PC.doc using Spot Color - Red(\$0.058) as double-sided on Postcard Stock(\$0.003)	\$0.059	126	\$7.47
	Production Costs subtotal			\$7.47
	Price for mailing subtotal			\$32.02
	Total Price			\$32.02

The Order Status will then show the order number, details and production date.



Show Date: Scheduled						
Order #	Description	Document Used	List Used	Total Cost	Scheduled	Status
62429	19zn-20zn_4-8HP_4-14PC	19zn-20zn_4-8HP_4-14PC.doc	19zn-20zn_4-8HP_4-14PC.xls (126 Records)	\$32.02	03/19/2004	Submitted
61938	5ba04_4-7BOA	5ba04_4-7BOA	5-BA-2004_LABELS.xls (23 Records)	\$5.86	03/19/2004	In production
60909	11TA00#9_CC4-5	11TA00#9_CC.doc	TBL_TA_Notification_List.xls (31 Records)	\$14.35	03/18/2004	In production
60535	6-UP-2004_HUP	6UP03_HUP.doc	6-UP-2004_LABELS.xls (18 Records)	\$4.56	03/18/2004	In production
59961	8pp04 HUP	8pp04 HUP	8-PP-2004_LABELS.xls	\$59.87	03/18/2004	In production

The email address listed in the registration will receive an email confirming the charge to the credit card and when the mailing is sent out.